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27th Year, No. 20/February 5, 1977

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Interview With LENA MANRIQUEZ

by THERESE BEAVER

"I guess I've been more daring than the average person," began Lena Manriquez, owner and director of Dowdle & Manriquez Mortuary.

Manriquez was referring to her business career. She has been in business for herself for 35 years, at a few different occupations.

In a recent interview with EL EXCENTRICO, Manriquez explained that she started an income tax consulting business with only a high school diploma.

During the latter part of the 28 years she served as an income tax consultant, Manriquez began interpreting testimony for Spanish-speaking peolpe in San Jose courts.

"I had no previous training, but with the encouragement of Judge Vincent Bruno, I gained confidence," Manriquez said.

She explained she started as an interpreter part-time, but "got called more and more" until it was almost full-time work.

"Although translating is easy, I must admit, I needed a little encouragement from Judge Bruno and the other attorneys I worked for," Manriquez said.

When Manriquez's husband, a masonry contractor, was killed, suddenly, in a traffic accident, her life's course took a drastic change.

"When my husband passed away, I had received such cold and inhuman treatment with regards to his funeral, that I decided I'd open my own mortuary," she explained.

"I think I was doing a daring thing, but I believed people should be more compassionate during funerals, especially with people of Latin descent. They are more emotional and need more understanding," Manriquez stressed.

So on May 1, 1970, she bought the mortuary from John Dowdle.

"I liked the layout of this 1937 building. It looks like a house as soon as you walk in," she said, pointing out the comfortable surroundings.

Dowdle stayed around for five months to teach Manriquez "the routines that have to be done.

"There is a lot to learn here, but it doesn't seem hard because I enjoy working with people," she said.

After the purchase, Manriquez gave her tax business to her daughter-in-law. She also decided to keep the Dowdle name for business purposes, since many San Jose residents were familiar with that name.

"People are inquisitive about a woman owning and directing a mortuary. But I tell them my main purpose is to help people accept death," Manriquez said.

"It's hard to deal with death. Yet, I'm supposed to help these people adjust to death. Someone has o do it," Manriquez emphasized.

Manriquez said she feels it is rewarding and satisfying to know she has helped someone accept the death of a loved one.

"A person has to be strong to assist them," she said, although she explained it was not always easy, and still isn't easy to be strong.

"I used to cry a lot when my husband died and a couple months later my father passed away," she said.

Understandably, Manriquez said it is very hard to be strong when personal friends die and their relatives come to her.

"People like the way I'm informal though. I try to be as natural as possible with everyone, she said, "I often sit down with my customers and have a cup of coffee with them.

"I try to make them feel at home," Manriquez added as she mentioned that long after a funeral, relatives come by to bring gifts to her or just to visit.

"I firmly believe these people appreciate the advice I give them. And it's very rewarding even if I do have depressed moments," she added.

Manriquez said she has never been "afraid" of death, although she understands why others are afraid of it.

"They think of it as something unreal," she said. "However, today's generation is becoming more aware and open about death. They are also becoming more interested and educated about this subject that used to be sort of taboo," Manriquez said.

LENA MANRIQUEZ

Much of the education young people receive is through guest speakers who come to their high school and college classes. Manriquez is a frequent speaker to schools in the San Jose area.

"I basically give informative speeches and answer a lot of questions from the audience," Manriquez said. She added that she informs the students about what a relative has to do when a family member dies, such as filing a death certificate and more.

Students and teachers alike are curious about such details as the types of caskets available, according to Manriquez.

"If people are knowledgeable about funeral arrangements, then they won't fear death as much as they do. Doctors even encourage terminally ill patients to make arrangements ahead of time," she added.

However, there are people who can't go through even picking out a casket for a relative, much less in preparation of their own funeral. Manriquez cited instances where she had to convince the people they would feel much better if they were involved.

"Although there are mixed emotions about it, I think they will feel better if they are included in the arrangements," she said, adding that there are times customers leave all the choices up to her.

"Having a religious background helps lessen the fear of death. I think you learn teh theory that no one is here permanently and this makes it less scary. I also gives a feeling of security," Manriquez said.

Manriquez explained that she feels it is an important part of her job to make friends and relatives feel comfortable. There are several ways she tries to achieve her goal.

First, she encourages the relatives to dress the deceased in clothes they are accostomed to wearing and ones they are used to seeing on that person.

"It is easier for relatives to overcome the death if they see the person in their normal attire," she explained. "It's all part of understanding people. It's important they look naural."

Manriquez is also very particular about allowing 2-3 hours for the family to be alone with the deceased before the body is viewed.

"People appreciate the seclusion. If the men want to cry, they can," she said.

Small, considerate arrangements like these are what makes Manriquez successful.

"I think I have shown a woman can be successful in business, as well, if not better than a man," she said.

However, no matter what extra services one officers, "it is a very competitive business," according to Manriquez.

She said the average funeral costs about $800 to $1200, much depending on the cost of the casket. Caskets differ both in function and appearance.

"Some are better sealed so it will protect the body longer, she said, "but most people go by its looks quite a bit.

"Some people spend a lot of money on a funeral because of pride or guilt, or they feel the person deserves the best — even after death."

Because it is such a competitive business, Manriquez said she often gets calls from shoppers comparing prices.

"I don't see how people can shop around, but they do. And they make no bones about it either," she said.

The service fee is what accounts for a great variance of cost from mortuary to mortuary. The fee usually includes picking up the deceased, embalming and preparation, dressing and any cosmotology needed.

Manriquez said some banks have funeral plans, offering lower interest rates for funeral loans. If you don't want a loan, most mortuaries take Master Charge!

In addition to her business career, Manriquez has been and is involved in many social and community programs. In fact, as a long time supporter of the American GI Forum, she was dedicated the "Business-Woman Community Leader" of their 1976 Coronation Ball Program.

For many years she has sponsored scholarships to needy Mexican-American students. She has supported the Santa Clara County Boys' and Girls' Ranches. For 20 years, she has contributed to the United Food Drive, a civic service club effort to help needy people with food and clothing. She serves on the advisory boards of Banco de San Jose, California Federal Savings & Loan, San Jose Mexican-American Chamber of Commerce, Eastside Youth Service Bureau, and is a Trustee and Secretary of United Way.

In addition, she has just been chosen as a member to the Budget and Finance Committee of the Health Systems Agency, which consiss of 30 local doctors and hospital administrators.

"I'm really honored they even thought of asking me," Manriquez said modestly.

She is also the mother of four children, a grandmother and a great-grandmother. Hardly looking like a grandparent, she said she attributes her youthful looks to "working."

"I have a satisfaction within myself. If I can help people through my work, it makes me happy," Manriquez concluded. ■

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Opinion by
Luis G. Juarez

DISCRIMINATION Cry Over-used

It is a fact that in the last decade we have seen radical changes in the social conscience of the American people. It is also a fact that as a result at this point in time, a large number of persons from our ethnic minorities have reached a respectable socio-economic level in this country.

Yet, we often hear the usual complaints from members of these groups, "I was not selected for the job because I'm Black or Chicano; or, "They are picking on me because I'm Black or Chicano."

To those members of the ethnic minority who have made it, statements such as these often seem embarrassing.

I have been frequently present on situations when a member or members of an official agency or private industry seem to be bending backward to meet the requests of of "spokespersons" for the minority groups only to get the same reaction from them when things do not go their way. "You are turning me down because I'm a Chicano."

Other Chicanos (members of the establishment), who are present seem to squirm on their seats with embarrassment soying to themselves "My God! Can't you guys change the tune? This tactic of blaming all your troubles on discrimination is getting old — it doesn't work any more. You have cried 'wolf' to many times."

True, this tactic has been abused to the point of sounding like a scratched phonograph record. There are countless minority persons who have not learned to sing a new tune. For most of those persons, I have no sympathy. I believe they are not sincere and unwilling or too lazy to help themselves.

No society can maintain a high level of progress or be able to survive too long when a large percentage of its population becomes parasitic.

I frankly believe that in the case of our Chicano population, we have reached a critical point in terms of credibility among the majority population.

There are among our Chicano ranks, the habitual complaints that have established their positions of "leadership" on a platform of objection and discontentment of everything the established agencies do.

I believe the time has come when we have to begin to listen to pleas of help with our minds as well as our hearts without fear of hurting people because of race and color.

I make this statement with an open mind because I also firmly believe that the American people are still among the most biased and discriminating people in this world.

Race and color are still strong determining factors for opportunity in this country. Americans continue to place obstacles before black and brown Americans in such degrees that these colored Americans are still at the bottom of the socio-economic ladder.

I am also a witness to this fact. There have also been many occasions where members of ethnic minorities have been selectively kept from getting their share of the civic table.

We are in the middle of the depression generation and the young, liberal generation. In one extreme, members that hold conservative views for achievement in our society, and the new generation that is more tolerant and sympathetic for those who could not jump into the speeding wagon of progress.

Therefore, as often as we hear the familiar cry, "You are turning me down because I'm a Chicano", we should remember that half of the time it may come from individuals who are justified in saying it.

■

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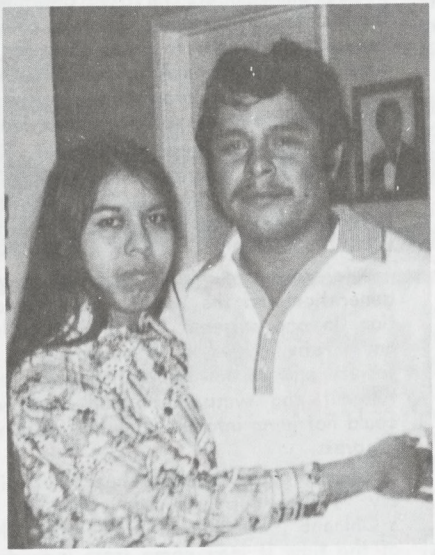

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Las praderas Texcuscanas al ariente se tendían a los pies del Tetzcutzingo como si fuera un tapete de felpa verde, y atrás al poniente recortaba definitivamente sus perfiles el bravo Chapulin, el riscoso cerro donde los señores Meshicas encendian hogueras al pardear la tarde.

Mixtl, escrutaba tarde a tarde aquella vereda sugerente por la que su loca imaginación soñaba ver bajar a Popocatl, el joven mancebo de cuna humilde que fue a los campos de batalla a conquistar el rango de Caballero Tigre para aspirar su mano.

Mixtl era la felicidad de Tzilacatzin el noble guerrero, era su única hija.

La dulce princesa permanecía sorda a las palabras y ciega a las miradas de los príncipes hijos de amigos y vecinos que en los dias de grandes ceremonias acudian de los rumbos cercanos.

Un viejo Tecuhtli la asediaba, era el temible Axooxco o Ajusco cruel y sanguinario como nadie, ganador de todos los combates y señor de las comarcas del sur.

Pero Mixtl soñaba en el amor en un amor distinto al rutinario y vulgar de las mujeres y hombres de su estirpe, ella sólo amaba a Popocatl aúnque era plebeyo, languidecia, por su ausencia.

Largos muy largos días pasaron, muchas lunas y los ojos de la princesa parecían querer horadar el camino que serpenteaba en torno a la montaña.

Días y semanas y dos largos años también que ensombrecian los ojos de la niña y ponían rictus de dolor en sus labios juveniles.

Eran las primeras horas de la manaña, sobre la tierra flotaba el vaho perfumado de recinas y flores silvestres, en los baños de la princesa Mixtl las enredaderas florecidas dejaban caer una lluvia de pétalos.

Despreocupada bella en su inocencia, hundía en las aguas tibias y espumosas la euritmia de su cuerpo moreno.

Ondulante la castaña cabellera suelta, fuera del baño era una flor silvestre de belleza intocada.

La sugestiva belleza de Mixtl, el ritmo de su paso, la candencia de su cuerpo ondulante diseñado por el blanco manto que ceñia su figura, sujetaron en su embrujo las miradas del Ajusco su tenaz enamorado, quien llegó hasta el palacio de Tzilacatzin y pidió su mano.

El gran Tlacatecultli le explicó su trieste destino, y el viejo guerrero respondió que desafiaba la orden de los dioses, Tzilacatzin no podía desdeñar a su antiguo compañero de armas, cruel y sanguinario pero el más leal de todos el que muchas veces sufrió heridas en heroicas defensas de Tenochstitlan y de su gran Tlacatecuhtli.

Pidió tiempo para resolver, Mixtl lloró mucho tiempo y al fin cedió a las insistencias de su padre, aceptó el matrimonio con ajusco. Desde lejanas regiones llegaron grandes guerreros y sus familias con espléndidas ofrendas.

Entre tanto Mixtl veia pasar el tiempo con indiferencia, hasta que llegada la víspera de la ceremonia a la hora de costumbre es enfiló al baño, desde la altura de una roca dirigió la vista hacia el camino por donde tantas veces esperaba a popocatl y apuró un bebedizo, cayó inerte justamente cuando llegaba su amante prometido.

Antes de ir al gran Teocalli el caballero tigre se dirigió al palacio de Tzilacatzin donde todo era llanto y dolar.

Mixtl y lacía en un lecho forido.

Se encontraron cara a cara Axooxco y Popocatl, los dos la amaban cruzaron armas y lucharon ferozmente, a la postre Ajusco cayó vencido muerto.

Popocatl tomó en brazos a Mixtl y se dirigió a las montañas que perfilaban el sur y e oriente y la depositó amoroso en la cumbre, sabia que no estaba muerta, Mixtl sólo dormia, el frió de las alturas le volveria la vida y entonces celebrarian sus nupcias.

Ella era princesa y el amante angustiado que se convirtió en Caballero Tigre para alcanzar su amor atravez de los siglos.

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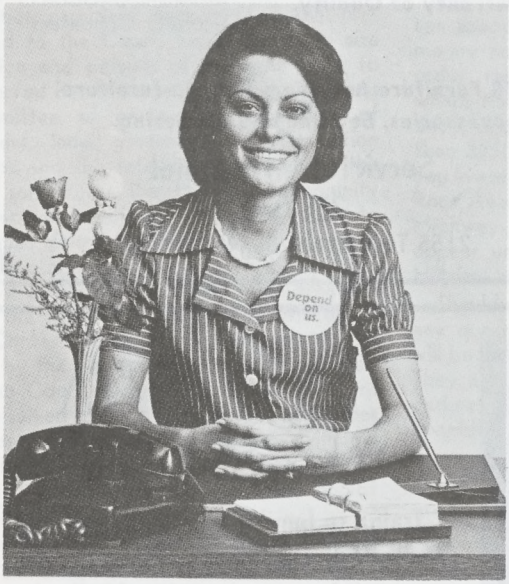

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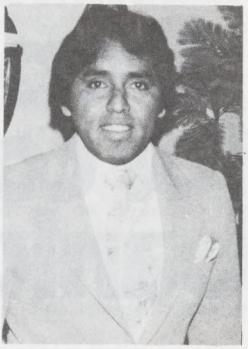

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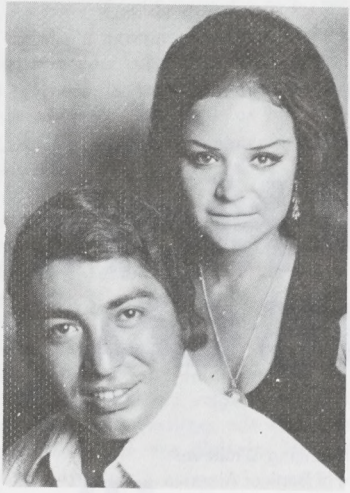

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Neighborhood Small Claims Project

The Municipal Court for the San Jose-Milpitas Judicial District recently approved the proposal of the Santa Clara County Bar Association to administer for the court small claims pretrial proceedings in what is called the Neighborhood Small Claims Project, which will be conducted at the Hillview Community Center, 1694 Adrian Way, San Jose.

The project-experiment is to be conducted for six months on a trial basis in accordance with the proposal which Bar Association president Anthony J. Trepel presented to the Court. Guidance as to site location and persons of the community to be served has been provided by a Citizens Committee of persons representative of business, local government, social action groups and the religious. Residents in the area served by the Hillview Community Center will be offered the opportunity to file small claims cases there on Tuesday and Thursday nights, from 5:30 to 10:00 p.m., against others persons in the same area and have the cases mediated and arbitrated at the Center by experienced lawyers nominated by the Bar Association and appointed by the Court. Only those cases which are not resolved to the satisfaction of both sides will be later transferred to the Municipal Court at 200 West Hedding Street for public trials in regular Small Claims sessions of the Court.

The plan for the court-initiated and court-supervised experiment already has received state and national attention because of the pussibility it will provide better court service to persons who cannot afford to take time from work to obtain justice in connection with minor disputes. Participants in the project will receive a large amount of legal services donated by the public spirited lawyers who will serve as mediators and arbitrators. Moreover the project will not involve any significant cost to the government of Santa Clara County because the county will be reimbursed for the extra administrative expenses it will incur in staffing the branch office of the Clerk of the Court at the Hillview Community Center, from cash contributions to be made by the Santa Clara County Bar Association and other private and public agencies.

The first session of the Neighborhood Small Claims Court will be this evening from 6:00 to 10:00 p.m., at Hillview Community Center, 1694 Adrian Way, San Jose.

The Neighborhood Small Claims Court is being conducted in this Center, effective Tuesday, January 4, 1977. It is a six months experimental project sponsored by the Santa Clara County Bar Association and approved by the Municipal Court for the San Jose-Milpitas Judicial District. The project is being funded by private contributions at no expense to C ounty Government. Small Claims hearings will be held here at the Hillview Center every Tuesday and Thursday night from 5:30 to 9:30 p.m.

The Neighborhood Small Claims Court can accept filings of claims for recovery of money not to exceed $750.00. It can also order restitution of residential premises where the tenancy is on a month to month basis, and the claim for rent is not more than $750.00. You may file such a claim if you live within the general boundary of Alum Rock Avenue, White Road, Tully Road and Highway 101, but the defendant need not appear unless he resides within the above Hillview area.

Should you wish more information or have any questions, see the Deputy Clerks who will be here on Tuesday and Thursday nights. They are experienced in Small Claims procedures and additionally, are fluent in the Spanish language.

■

Next Issue:
Interview With
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Local Women Politicians - Lead Nation

by ALAN JANSON

San Jose appears to be leading the way for the nation as a model for women's potential in politics.

Three women fill the top local political posts in the San Jose area and all three attribute their success, in part, to the enlightened nature of the voters.

The San Jose "matriarchy" consists of Mayor Janet Gray Hayes, Vice-Mayor Susanne Wilson and Supervisor Geraldine F. Steiuberg, chairwoman of the Board of Supervisors.

"The citizens of our area are willing to let people who demonstrated their capabilities have an opportunity, even if they are women," Hayes said.

In gaining 77 per cent of the vote, the highest in San Jose history, Wilson claimed that the voters were only concerned with her abilities to perform the job.

Steinberg opposed two men for the Fifth District seat, after being appointed to the board in Dec., 1974. She said that gender was not an issue in her campaign, but rather the board's record.

Hayes, on the other hand, believes that her being a woman was very much an issue in her 1974 mayoral race.

"We live in a Dick-and-Jane society, and all things being equal, people would rather vote for a man than a woman," Hayes said.

To combat this situation, Hayes believes she had to prove she was better qualified and more knowledgeable than her six male opponents to win the election.

"A major newspaper in the area played-up the fact that I am a woman," Hayes said.

"The female candidate argued" or "Mrs. Hayes," was used in news stories instead of "candidate Hayes," she said.

NO FEMALES

"Before I was elected, there were no elected female mayors in large cities," Hayes said. "Now there are two (female) mayors of large cities over 500,000: Phoenix and San Antonio."

Steinberg believes she too provides a role model for women to the extent she was shown that women can run for election and win.

Steinberg attends women's groups to explain the steps involved in campaigning, such as how to gain recognition and how to find money.

Since Wilson received a B.A. in political science from SJSU last year, she said many women have written congratulating her and adding that her success has encouraged them.

"I will continue to be a role model, which is to continue to do my job," Wilson said.

Steinberg has noticed that other board members tend to be a little gentler in their rejections of her proposals and speak softer to her than to each other.

"I'm not ask for special favors, just saying the way it is," Steinberg said. "A woman sometimes has the best of both worlds."

STAMINA NEEDED

"To be on council you need physical stamina, inner strength (know who you are) and pure guts," Wilsan said.

"I think now it's more to my advantage to be a woman, since I have proven myself and there are so few women candidates," Hayes said.

Steinberg echoed Hayes' words and added that women are not associated with the traditional smoke-filled rooms of poliics.

"Some say women should not get into politics because politics are dirty," Wilson said. "But shouldn't women get in to clean it up?"

To enhance the role of women, Wilson co-founded the California Elected Women's Association, which examines issues relating to women.

She would like to see men become more empathetic and compassionate.

"I don't want to take a thing away from men, but want to add," said Wilson.

GOOD CHANCE

"I think Carter would have liked to put more women (in office) but he could not find enough qualified women," Steinberg said, adding she'd like to see more women in politics.

"Even today a capable woman has as good a chance, if not better, than men to gain office, because of the lack of qualified women," Steinberg said.

Wilson said that she would like to be governor, though she thinks Burke of Los An-

geles has a better chance in the immediate future.

"Her resume reads better than mine," Wilson said.

"Basically, I like being in the city, as city office is the most rewarding because you don't lose touch with the people," Wilson added.

Hayes said she would like to seek higher office but her problem is the lack of opportunity.

She supports Congressman Mineta, Sen. Cranston and Gov. Brown and implied she is waiting for the right opening.

"Though the people of this county have a progressive outlook, they haven't got used to the idea of having a woman as president," said Wilson, citing a recent pool which indicated that while 89 per cent of the voters said being a woman made no difference in local and sate political office, only 41 per cent said the same for the presidency.

"We need qualified women and therefore we should encourage younger women, such as Leona Egeland (D-San Jose), since time provides the opportunity to gain experience," Wilson said.

■

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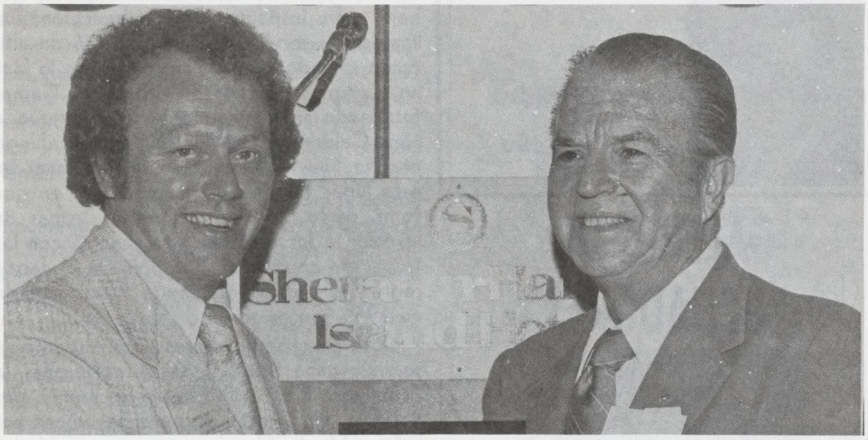

DR. JUAN DE HERAS

From left to right is Dr. Ken Allen, past president of the California Chiropractic Association, presenting the Association's Distinguished Service Award to Dr. Juan de Heras in recognition of dedication to the higher principles of the chiropractic profession. Dr. De Heras has been a member and officer of the California State Board of Chiropractic Examiners for nine years.

The Award was presented to Dr. De Heras at the Association's annual convention in San Diego, Calif. This award is presented to outstanding Doctors of Chiropractic who have rendered professional contributions to his profession.

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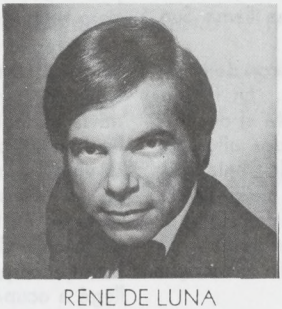

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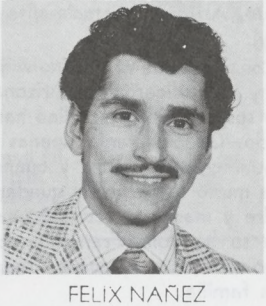

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por Daniel G. Saldaña

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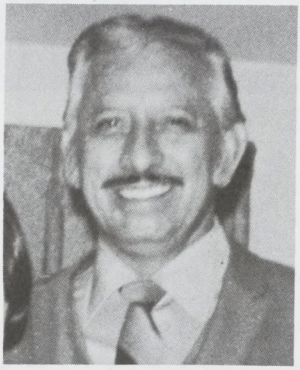

Sr. Marcelino Saucido

El Sr. Marcelino Saucido nació en Marinete, Arizona. (Actualmente se llama Sun City).

Los padres de Marcelino vinieron de México y se radicaron en Arizona. En Peoria hizo sus estudios Marcelino hasta el décimo grado. Cuando tenía apenas dos años de edad murió su madre y cuando tenía seis años murió su padre; al quedar huérfano de padre y madre lo recogió una familia a él y a su hermona Francisco que tenía solo ocho años; a su hermana Rosario le recogió otra familia.

A la edad de seis años que quedó huérfano Marcelino, empezó a trabajar en los campos agrícolas y en las huertas; pero no por esto descuidaba sus estudios. Tenía diez y seis años cuando se separaron él y su hermano de la familia que los recogió, rentaron un rancho y se pusieron a trabajarlo, trabajaron como tractoristas y en todos los quehaceres que requiere el manejo de un rancho, un año después, como era la época de la segunda guerra mundial, Marcelino se fue a trabajar a los astilleros de San Francisco, después se fue a Midland, Ca. y trabajó como inspector de construcción; fue llamado al servicio militar y se dió de alta como soldado raso, su entreamiento lo hizo en Camp Roberts y en Stonemen Camp; terminado su entreamiento lo asignaron a New Caldonia en el Pacífico del Sur, luego paso a New Zeland y a New Guinea; en este lugar tuvo su primer combate en que tomó parte, de allí fue con las tropas de invasión a las Islas Filipinas y entró con las tropas de ocupación al Japón. De el Japón regresó a San Diego donde fue licenciado en 1945 con el grado de sargento.

Duró en el servicio tres años, durante su servicio ganó trece medallas, entre ellas, la Estrella de Plata y la Estrella de Bronce por valentia, el Corazón purpura dos veces por haber sido herido dos veces en combate, medalla de Buena Conducta por buen comportamiento, medalla de Infantería de Combate, medalla de Mención Presidencial y otras más.

Durante el tiempo que estuvo en el servicio fue herido dos veces. Estuvo hospitalizado para curar las llagas que adquirió al cruzar los pantanos de New Guinea y la malaria que contrajo en las Islas Filipinas.

Cuando Marcelino era estudiante era aficionado al boxeo, peleó muchas veces y nunca fue derrotado; en el servicio siguió su afición a boxear y fue seleccionado para pelear por el campeonato del Sur Pacífico, pero el contrincante nunca se presentó.

Al recibir su baja del servicio regresó a Midland, trabajó una temporada en construcción, pero no estaba bien de salud, todavia padecía la malaria y el clima de Midland no era bueno para su dolencia; entonces se vino a San José, donde empezó a trabajar en construcción. En 1946 empezó a trabajar en la canería de Richmond Chase de la calle de Stockton, entró como simple trabajador pero fue progresando hasta que llegó a ocupar al puesto de "foreman." Durante el tiempo que trabajó en la canería estuvo en el hospital atendiendose de la malaria; pero el tiempo que le quedaba libre lo dedicaba a terminar su High School ,y tomo tres años de criminalogía; pensaba solicitar empleo en la policía, no tuvo oportunidad de hacerlo por que le ofrecieron que trabajara como representante de la Unión de Trabajadores de Canerias, en la Local 679 de San José. Empezó a trabajar como representante de la Unión en 1963 sin dejar de trabajar para la canería; actualmente es

representante de la Unión y es miembro de la Mesa Directiva.

En 1945 se casó con la Sra. Antonia Saucido, han tenido dos hijas: María Isabel que es secretaria y María Elena que es enfermera. El Sr. Marcelino Saucido, su esposa la Sra. Antonia y sus dos hijas han estado siempre unidos y forman una familia feliz.

Marcelino ha coupado muchos puestos importantes. En 1964 fue Comandante de los Veteranos de Pensión. En 1966 fue Vicepresidente de las Tiendas de Veteranos de Pensión y Comandante de la Asociación de Veteranos Regulares, R.V.A. Ha pertenecido como miembro o como directivo a muchas organizaciones de servicio social y de beneficio a la comunidad.

La pedí al Sr. Marcelino Saucido que me hiciera el favor de darme un mensaje para la juventud, y me contestó: Sr. Saldaña, me gustaría decir a la juventud que trabaje y estudie durante su juventud, para que al llegar a la edad madura puedan llegar a escalar los puestos que por su esfuerzo y sus conocimientos merecen y formen parte de la maquinaria que hace caminar a nuestra especie por el sendero del progreso y del bienestar.

■

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Mexico Woos U.S. Tourists

by LUIS G. JUAREZ

The Mexican government is anxious to re-establish the good relations our two countries have enjoyed for many years.

Mexico is convinced that the negative and unjust image U.S. citizens have developed lately of Mexico is hurting its tourists industry. In the long run it could seriously hurt relations between the two countries.

Mexican officials recognize that the present problem is due in part to the strained relations that resulted from the reformist administration of former President Luis Echeverria, who often attacked Washington in defense of the Third World.

At the same time, the Mexican officials feel that the U.S. press has exaggerated the recent political and economic developments in Mexico.

Mexico's Secretary of Tourism, Guillermo Rossel de la Luna, said recently that U.S. TV and press have been creating a psychosis towards Mexico.

Rossell says that the people who know Mexico maintain a sensible point of view, but there appears to be a press campaign against the country. He added that he would like to think that it is just a matter of lack of information.

At the official level, it appears that the bilateral relations have improved a great deal since the new president of Mexico, Jose Lopez Portillo, took office a few weeks ago.

It appears that the image of Mexico in the eyes of the U.S. public is such that U.S. tourism in Mexico decreased even after the devaluation of the peso reduced the cost of travel in Mexico by 40 per cent.

Political observers are concerned that this apparent breakdown in relations may have its origin in the following separate causes:

—Mexico's support of the United Nations resolution to condemn Zionism as a form of racism caused a tourist boycott by Jews even after the Mexican government reversed its decision on that matter.

—There is information that Mexico supplies 90 per cent of the heroin consumed in the United States and that the Mexican government goes not take the necessary action to stop the traffic.

—U.S. citizens jailed in Mexico charge that they are tortured and are victims of other bad treatment.

—A group of 76 U.S. Congressmen complained that Mexico "was going Communist" under the administration of former President Echeverria.

—There are unfounded rumors that the devaluation of the Mexican peso will bring a limitation to the trade between the two countries.

The official policy of Lopez Porillo is to seek a closer relation between the U.S. and Mexico. The Office of Tourism of Me xico will shortly begin a campaign to help in this matter.

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EDUCATION IS THE ISSUE

by JO JACKSON

A lot of people stay away from board of education election probably thinking that school board actions don't make that much difference. But this year there are important issues that have brought a sudden upsurge in the number of candidates running in the school board elections coming up next month.

80 candidates are running for 19 seats in six school districts in central and Eastside San Jose. These include the east side elementary school districts: Alum Rock, Berryessa, Franklin-McKinley, Evergreen; the East Side Union High School District which the elementary schools feed into; and the San Jose Unified School District which includes both elementary schools and high schools.

The highly contested school board elections point to the importance of school boards in affecting students' futures. The boards set all the educational policies in their districts and determine priorities for how school taxes will be spent.

In the East Side Union High School District, for example, $26 million has been spent for the new Independence High School while Overfelt High is nearly in ruins. According to the Committee to elect David Ledesma to the East Side Board, State Achievement Test scores have consistently placed the East Side in the bottom 20-30 percentile of California schools. Ledesma contends that the Board, meekly following Superintendent Fiscolini's 26 and one-half years of domination, has opted for buildings rather than education.

Dissatisfaction with the low quality of education is widespread on the east side. Iola Williams and Arthur Grisham, candidates for Franklin-McKinley Elementary School District, point to 3rd and 4th grade levels of performance in basic reading and writing skills by east side high school students. They wish to make some correction in Franklin-McKinley, before students reach high school. They cite the need for liaison persons to encourage students to go to class, and to help increase communication between the school and parents.

The widely recognized low quality of education on the east side stems in part from its low tax base. It's a poor residential area with practically no industry and a large number of students. Even with very high taxes—more than double that of Palo Alto and wealthy areas—there is too little money. In 1975-76 Mountain View Elementary spent $1,657 per student per year while Franklin-McKinley, on the east side, only spent $1,-117 and Berryessa spent $992. Even these figures are inflated by the high percentage of state and federal funds that come to the east side.

A hot issue this year is how school boards will deal with school employees. According to the Rodda Act. (S.B. 160) passed last year, school employees including clerks, custodians, and teachers have the right to collective bargaining. Teachers have already been on strike in many county school districts.

In Berryessa, for example, there has been little trust between teachers and the school administration. After last year's strike, an arbitrator ruled that teachers should use 40-hour time cards, checking in and out. Only mixed support arose among district parents for the teachers, so they could do little but endure this.

Several schools in the east side are racially unbalanced, containing at least 80 per cent minority population. One of them, Overfelt, is in need of rebuilding. But the condition of the school and its occupants is ignored. In San Jose Unified School District, the same situation exists for San Jose High School. Both boards seem to pay little attention to minority and low income people's needs. School boards can get away with this kind of action if people don't bother to inform themselves, vote, or speak up at board meetings.

Other issues involved in the upcoming elections are effective bilingual programs, the unification of the east side districts, and the presence of armed guards around the clock on the high school campuses.

There are several ways to find out about different candidates' positions on the various issues. You can go to a candidates' night at a school in your district. For East Side Union High School District, Evergreen and Franklin-McKinley Elementary Districts, call your local school to find out where such a meeting will be held. If your school office doesn't know, call another schoo in the district.

If you're interested in which candidates the teacher's associations endorse, you can call Mount Hamilton Teachers' Association at 272-0601 where you can learn about Alum Rock, Berryessa, East Side, Evergreen, and Franklin-McKinley. For San Jose Unified, call the San Jose Teachers' Association 267-0411.

Call community organizations which you trust and find out their stand on the candidates and issues.

If you want to know about the candidates own written statements, you can go to the Registrar of Voters office on Berger Road across from the Mercury News and read as many filing statements as you have time for. Or you can wait to read them in your sample ballot which should arrive two weeks before the election. If you're not tregistered to vote, now is the time. Call the Registrar at 299-2161 and ask where the nearest phone is for you to go register. You can do it in Spanish or English.

Reprinted from
San Jose Community News

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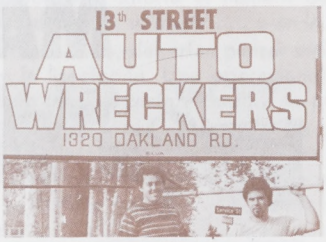

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Mas Que Picardia

Kharis Gloria Avril

Hipnotismo

La hipnosis, como anestesia, tiene grandes posibilidades en el ramo de la Medicina.

El Director del Departamento de Anesteiología, del Hospital General de Toronto, el distinguido Dr. B. M. Marshall, indicó que solo le preocupa que el paciente pueda despertar enmedio de la operación.

EL PRESIDENTE DE MEXICO, LIC. DON JOSE LOPEZ PORTILLO, dice que espera sea factible tramontar etapas depresivas y escabrosas que enmarquen situaciones directrices encaminantes a otras tantas experiences a favor de una actuación de solidariadad loable, perspicaz y responsable.

"Es de pedirse entonces, a cada clase social, a cada grupo de nuestro pueblo, o a cada mexicano, en concreto, que aporte cuanto en justicia debe aportar para que el bien general se logre".
para que el bien general se logre".

Ay no mas mijo! Para que veas qué bonito español se habla en México.

¿Que dijo? Que la unión hace la fuerza, y que más vale que todos cooperen y nadie se raje.

ENTRE MAS BURROS MENOS OLOTES

Son ensombrecedoras y pánico-aterrizantes las perspectivas achicopalantes de una explosión demográfica desbordante, no solo en México, Centro América, América del Sur, mas en otras partes del mundo.

El Dr. Carlos Cedurci, sociólogo mexicano quien se ha dado una vueltecita por otros ámbitos como India y China, para estudiar este peliagudo problema, dijo que cree plausible se llegue a convencer a parejas que están en edad reproductiva a que acepten una sexualidad responsable.

(Me gustaría saber quien le pagó el viaje . . . alguna Universidad, sin duda).

Mas el Dr. Sedurci, ve como solución el que se legalice el aborto a través del mundo.

En mi opinión la contracepción es lo indicado. La prevención de la natalidad sería mas aconesjable. La liberación de poblaciones mundiales del yugo de creencias religiosas que indican es pecado mortal el tener menos hijos—no asi echarlos al mundo a que se mueran de hambre.

Es un alto grado de chovinismo que el hombre siga dependiendo de la mujer y haga que ella pague los consecuencias de su falta de responsabilidad.

Sabido es que para muchos hombres es indicación de hombría el número de hijos que producen en su mujer . . . o en la ajena.

Estos, machos, deberían pensar seriamente en la lisectomía. Uno operacioncita demasiado sencilla, corta y carente de peligro.

Lo ideal seria que alguien inventara algo, que no tuviera ni olor ni sabor y se les pueda dar a esos chovinistas machistas en un atolito, cafecito o trago . . . sin que se dieran cuenta.

LA MODA AL DIA

DEL FOLCLORE AMERICANO el mundo de la moda está tomando inspiración.

El estilo apache y el peruano, así como el rústico, y el del indio americano, especialmente el estilo de los de Colorado, tiene fascinados a los jóvenes europeos.

Enagúas, chales, sombreros peruanos, los de "cow-boy"; mocasines y guaraches, están muy "in".

Otros estilos pegando, tanto en estilos para hombre como para mujer, son las mangas estrafalariamente amplias, de picos.

Y, ya saben, se hace la predicción que los sweaters estilo Jimmy o Jerry, van a causar sensación mundial.

BILLY CARTER

"Tengo una hermana, Gloria, quien siempre anda encarrerada viajando en moto. Otra, Ruth, quien se dedica a hacer curaciones milagrosas. Ya saben ustedes las ambiciones de mi hermano Jimmy, solo yo estoy sano de la cabeza."

El ya famoso y buenazo de Billy, bebedor empedernido de "cheve" así lo manifesto a un reportero italiano, quien viajó desde Roma hasta la pequeña ciudad de Plains, de sólo unos centenares de habitantes, para entrevistar a la familia Carter.

Bueno tesoro, mil gracias por haber llegado hasta aquí. Qué estés bien y te vaya mejor, son mis mejores deseos. Escribio para tí, sólo para tí, Kharís Avril. Mis amigos me llaman, Gloria.

■

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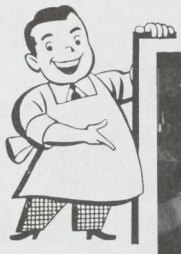
FREE PASS to the Starlite Ballroom for this young lady. All she need do is bring this copy of El Excentrico to the box office.

Imperial Valley Club members Ana Maria Duran, treasurer and Vera Diaz, board member, announcing Anniversary Dance over Radio KOFY with Jesus Valenzuela.

At the reopening of the Starlite Ballroom were a few of the area's personalities, from left to right: David Rodriguez from Garden Theater, Fernando Gonzales, dance promotor from Los Angeles and manager of the great Rudy Baca Rudy Baca del Combo Universitario and Arturo Valdivia "de la empresa de los grandes espectaculos."



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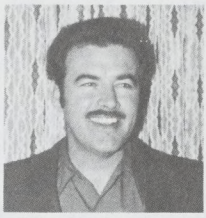

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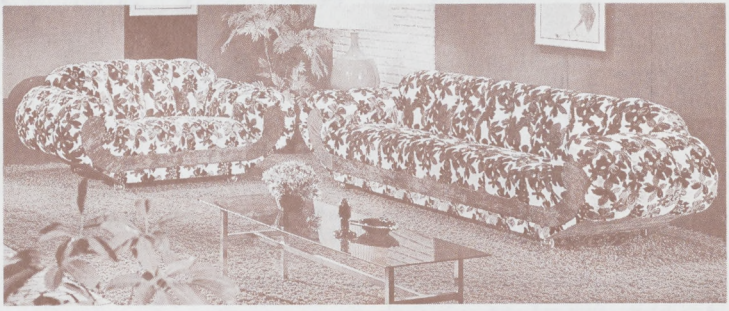

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